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**Montgomery County Maryland, PEG Channel Allocation Request  
University of Maryland University College  
UMUC Television Cable Channel 18**

University of Maryland University College (UMUC) requests to maintain one channel to cablecast 24 hours a day for the period beginning July 1, 2008.

**Intended use of the requested PEG channel/How this use serves the public interest:**

UMUC headquarters in Adelphi, Maryland, is the campus of the University System of Maryland that serves the career and personal goals of adult, part-time students residing in Montgomery County. UMUC video programs supplement selected UMUC's online and face-to-face courses. UMUC Television is on the air 24 hours per day, seven days per week, providing formal and informal educational programming. We maintain regular cablecast hours when UMUC is closed for holidays or inclement weather. Maintaining and increasing student access and choice over the time and place of study is critical to UMUC's use of the cable channel. We request that our channel be renewed so that we may continue providing educational programming that extends the instructional resources of the university to students and the general public living and working in Montgomery County.

UMUC-TV cablecasts full-time with digital server technology, resulting in significant improvement in the amount and type of programming we air. We have a 24 hour broadcast day to take advantage of our expanded service capacity and flexibility.

University of Maryland University College has financed and operated a full-time educational access channel in Montgomery County since 1990. Our staff includes video producers, production specialists and cable operations personnel. We produce promotional and informational programming that informs our Montgomery County audience about UMUC.

As a result of our alliance with Montgomery College, students with 2-year associate degrees from that institution may apply those credits to and earn a Bachelor's degree at UMUC. UMUC undergraduate and graduate students living in Montgomery County are able to view programs related to their course work and view general information on our channel. They and over 400 UMUC faculty and staff living in the County receive important information about UMUC. Our Montgomery County Alumni also find the channel a useful way to stay in touch and find out about university events and activities.

UMUC-TV advances the University's mission by producing and acquiring programming for:

**Direct instruction:**

A portion of the UMUC-TV program schedule is required viewing for certain undergraduate courses. These courses are attractive to a number of UMUC adult students juggling the demands of work, family, and community

**Curriculum Resources programming:**

A portion of the program schedule is devoted to programming that serves as supplemental viewing for students. We are constantly refreshing the schedule by acquiring new programming. Disciplines supported and enhanced by these programs include Literature, Writing, Computer Science, General Science, the Humanities and Business Management. We regularly air other programs on healthcare, aging, diversity, public policy, media criticism, new technologies, the arts, psychology and small business.

**Outreach programming:**

UMUC Television is devoted to UMUC's effort to extend its services into the community. Residents of Montgomery County are able to get information about course schedules, registration and advising, as well as special event coverage.

UMUC Television has created dozens of video programs for the Maryland Artists Program at UMUC. We continue to provide documentary video support for this program, which features exhibitions of renowned Maryland artists. UMUC events commemorating ethnic history and diversity are presented regularly. An Academic Speakers series and an Ambassadors Speakers series are also a regular feature of UMUC-TV programming. Some recent examples include appearances by author David Gergen, author Stephen Lundan, Polish President Lech Welesa, economist Robert Reich, and journalist Andrea Mitchell.

UMUC-TV has built a loyal audience of dedicated viewers and local alumni who watch our carefully-selected, quality programs for enrichment and information on a variety of subjects. Each year we document many requests from the general viewing public for program and schedule information, additional program details or copies.

**Full-time channel:**

As dictated in its mission, UMUC Television emphasizes course-related programming. UMUC-TV programming efforts are focused and targeted to the academic needs of student viewers. Course-supporting programming is repeated for newly enrolled students. We must have a cablecast day that is sufficiently long enough to meet the academic needs of these student viewers as they return home from daytime jobs, shift work and family responsibilities.

The Montgomery County government Office Cable and Communications Services has supported the concept that “first run” programming for educational channels should reflect the audience served. The following breakdown of programming in the table includes a category for course work (defined by audience) as “first run”, identifying the first cablecast of each program in a course series for each new academic term.

**Breakdown of programming for the year period January 1, 2007-December 31, 2007****Hours of Locally-produced programming (by channel carriage)**

First run	0
Repeat	136

**Hours of acquired programming (by channel carriage)**

First run	68
Repeat	2,505
Total program hours	8, 784
Total text hours	0
Off-air hours	0

**TOTAL HOURS****Coursework (defined by audience)**

Locally produced first run	8
Locally produced repeat	168
Acquired first run	216
Acquired repeat	1040

## **Publicity**

The program schedule is available on the UMUC home page at <http://umuc.edu/umuc-tv>.

## **Renewal Information**

UMUC receives no funding through Montgomery County to support its cable operations. The University has fully budgeted for the operation of UMUC Television since its inception in 1990. Quality production of general viewing programs and videos supporting UMUC-created courses continue to be UMUC Television's primary focus. Prime time hours are devoted to course-related programming.

UMUC collaborates with selected community colleges as a part of our Alliance program to make a four-year degree available to these students. UMUC and Montgomery College have formed an alliance to assist students pursuing studies at Montgomery College in obtaining a bachelor's degree at UMUC. Students participate in UMUC's online or face-to-face classes utilizing video programs offered on UMUC Television. A four-year degree can be earned without leaving Montgomery County. Both Montgomery College and UMUC students benefit from having additional opportunities to view the programs required for their coursework.

## **Summary**

Although UMUC receives no funding through Montgomery County to support its cable operations, we appreciate the resources made available by the county that make these services possible. They allow us to provide the citizens of Montgomery County with state-of-the-art, media-diverse, degree-earning online learning. UMUC continues to push the edge of technological resources available to our students. The UMUC Television cable channel in Montgomery County is an important part of that effort. It will be critical to every telecommunication innovation provided to our audience, whether it is digital video, reliable fiber links or high-speed cable modem service. We look forward to continuing our service to Montgomery county residents by providing high-quality educational programming directly to their homes.